ORDER



Orders Order / Rev: 37500 Alt Order #: 08877242

> Product Desc: Issue

Estimate: 1966

Flight Dates: 10/04/12 - 10/12/12 Original Date / Rev: 10/03/12 / 10/05/12

Order Type: **GENERAL**

Primary AE: Mike Jones

Sales Office: Sales Region: K-WAS National

Agency

Name: Waterfront Strategies

Buying Contact: Billing Contact:

> 1010 Wisconsin Avenue Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Agency Commission:

EOM/EOC

15%

Advertiser

Name:

Priority:

Patriot Majority

Demographic: A35+

Product Codes:

PO4 LV2

AGY, POL, ISS Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	44	\$73,400.00	\$62,390.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	44	\$73,400.00	\$62,390.00	0.00	
Totals	44	\$73,400.00	\$62,390.00	0.00	

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Tota		
KLAS	30%	\$73,400.00		
Market	100%	\$244,666.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$61,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,233.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/07/12	10/07/12	8 News Now Sun	AM #1CM	8 News Nov	v Sun AS	:30	1	\$700.00LV1	0.00 NM	1	\$700.00
			8 News Now Sun	AM #1								
8 NEWS	S NOW SI	UNDAY MO	RNING-#1							- 1		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	S	1	\$700.00	0.00						
E 2 8	10/04/12	10/05/12	CBS This Morning	7-9a CM	7-9a	TF	:30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
			CBS This Mornin									

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Order / Rev:

37500

Advertiser:

Patriot Majority

Alt Order #:

08877242

Product Desc:

Issue

Flight Dates:

10/04/12 - 10/12/12

Estimate:

1966

KLAS

Ln Ch Start End CBS THIS MORNING	Inventory Code Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>Rate</u> \$1,000.00	Rating 0.00					
E 3 8 10/04/12 10/05/12	Live w/Kelly CM Live w/Kelly	9-10a	TF	:30	1 \$1,100.00LV1	0.00 NM	1	\$1,100.00
LIVE! WITH KELLY			D-4'					
Start Date End Date Week: 10/01/12 10/07/12	<u>Weekdays</u> <u>Spots/Week</u> TF 1	<u>Rate</u> \$1,100.00	Rating 0.00			l		
E 4 8 10/04/12 10/05/12	8 News Now Noon M-F CM	12-1230p	TF	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
8 NEWS NOW AT NOON	8 News Now Noon M-F					1		
Start Date End Date			Rating					
Week: 10/01/12 10/07/12 E 5 8 10/07/12 10/07/12	TF 1 2 8 News Now Sun 5-7p CM	\$1,200.00 430-5p, 630-	0.00 -7pS	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
	8 News Now Sun	.оо ор, ооо	, ,		. 40,000.00			V =
8 NEWS NOW @ 4P (AFT) Start Date End Date		Rate	Rating					
Start Date End Date Week: 10/01/12 10/07/12		\$3,000.00	0.00					
E 6 8 10/06/12 10/06/12	Politics Now S Sebelius CM	Various	S-	:30	1 \$1,000.00LV1	0.00 NM	1	\$1,000.00
POLITICS NOW	Politics Now S Sebelius	(5:30 PM-6:0	10 PM)					
Start Date End Date		-	Rating					
Week: 10/01/12 10/07/12 E 7 8 10/04/12 10/05/12		\$1,000.00 5-630p	0.00 TF	:30	2 \$1,700.00LV1	0.00 NM	2	\$3,400.00
E 7 8 10/04/12 10/05/12	8 News Now 5-630p M-F	3-030p		.00	2 41,700.00277	0.00 1	-	40 , 100,00
8 NEWS NOW ROTATION	NA Indones - Omeste AA/e el	. Data	Detine					
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		<u>Rate</u> 2 \$1,700.00	Rating 0.00					
Spot Ch Date Range	Description Sta	rt/End Time	_	Veekdays		Rtg Type		
1 8 10/01/12-10/07/12 See MG 7.3	8 News Now 5-630p M-F 5-6	30p	-	ThF	:30 (\$1,700.00)	U.UU IVIVI		
i i i i i i i i i i i i i i i i i i i	8 News Now 5-630p M-F 5-6	30p	_	тh	:30 \$1,700.00	0.00 NM		
MG for 7.1 10/04	·							
E 8 8 10/04/12 10/05/12	2 8 News Now 4p M-F CM	4-5p	TF	:30	1 \$1,600.00LV1	0.00 NM	1	\$1,600.00
8 NEWS NOW AT 4PM & 4	8 News Now 4p M-F 30PM							
Start Date End Date	Weekdays Spots/Weel		Rating					
Week: 10/01/12 10/07/12 E 9 8 10/10/12 10/10/1	·	1 \$1,600.00 8-9p	0.00 W	:30	1 \$16,000.00LV1	0.00 NM	1	\$16,000.00
	Survivor: Philippines	о -p						
SURVIVOR Start Date End Date	Weekdays Spots/Weel	k <u>Rate</u>	Rating					
Start Date		1 \$16,000.00	0.00					
Spot Ch Date Range		rt/End Time	_	<u>Veekdays</u> w		Rtg Type		
1 8 10/08/12-10/14/12 See MG 9.2	Wed 8-9p 8-9	Р	_	- **	.50,70,000.00)	, 0.00 14111		
2 8 10/08/12-10/14/12	Wed 9-10p 9-1	0p	-	w	:30\$16,000.00	0.00 NM		
MG for 9.1 10/10						0.00 1/11	•	#2 200 00
E 10 8 10/06/12 10/07/1	2 8 News Now 11p Sa/SuCM 8 News Now Sa/Su 11p	11-1135P	SS	:30	2 \$1,100.00LV2	U.UU INIVI	2	\$2,200.00
8 NEWS NOW AT 11PM-V	/KND		-					
Start Date End Date Week: 10/01/12 10/07/12	· ·	<u>k Rate</u> 2 \$1,100.00	<u>Rating</u> 0.00					
	2 Craig Ferguson CM	1237a-137a	TF	:30	1 \$450.00LV1	0.00 NM	1	\$450.00
LATE LATE SHOW	Craig Ferguson	(12:37 XM-1	:37 XM)					
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 10/01/12 10/07/12		1 \$450.00	0.00					
0 40/04/40 40/0E/4				.00	4 62 500 0011/4	O OO NIAA	4	\$2 KAA AA
E 13 8 10/04/12 10/05/1	2 8 News Now 11p M-F CM 8 News Now 11p M-F	11-1135p	TF	:30	1 \$2,500.00 LV1	0.00 NM	1	\$2,500.00

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Order / Rev: Alt Order #:

Flight Dates:

37500

Advertiser:

Estimate:

Spots/Week

Spots/Week

Spots/Week

CM

Patriot Majority

Start Date

8 NEWS NOW AT 11 PM

Start Date

Start Date

Week: 10/08/12

Week: 10/08/12

Week: 10/01/12

8

E 21

N22

End Date

10/14/12

End Date

10/14/12

End Date

10/07/12

Weekdays MTWTF--

Weekdays

<u>Weekdays</u>

----s

MTWTF--

10/07/12 10/07/12 8 News Now Sun AM #2CM

8 News Now 11p M-F

8 News Now Sun AM #2

10/08/12 10/12/12 8 News Now 11p M-F

08877242

10/04/12 - 10/12/12

Product Desc:

Issue

1966

KLAS

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
E 13 8 10/04/12 10/05/	12 8 News Now 11p M-F CM	11-1135pTF	:30 1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
	8 News Now 11p M-F						
8 NEWS NOW AT 11PM							
Start Date End Da							
Week: 10/01/12 10/07/1	•	\$2,500.00 0.00	.20 5	64 000 001 1/4	0.00 NM	5	\$5,000.00
E 14 8 10/08/12 10/12/	•	7-9a MTWTF	:30 5	\$1,000.00LV1	U.UU INIVI	5	\$5,000.00
CBS THIS MORNING	CBS This Morning						
Start Date End Da	te Weekdays Spots/Week	Rate Rating					
Week: 10/08/12 10/14/1		\$1,000.00 0.00					
E 15 8 10/08/12 10/12/		9-10a MTWTF	:30 4	\$1,100.00LV1	0.00 NM	4	\$4,400.00
	Live w/Kelly				1		
LIVE! WITH KELLY							
Start Date End Da							
Week: 10/08/12 10/14/1		\$1,100.00 0.00				_	
E 16 8 10/08/12 10/12		12-1230p MTWTF	:30 3	\$1,200.00LV1	0.00 NM	3	\$3,600.00
8 NEWS NOW AT NOON	8 News Now Noon M-F						
Start Date End Da	te Weekdays Spots/Week	Rate Rating					
Week: 10/08/12 10/14/1		\$1,200.00 0.00					
E 17 8 10/08/12 10/12/		5-630p MTWTF	:30 5	\$1,700.00LV2	0.00 NM	5	\$8,500.00
217 0 10/00/12 10/12/	8 News Now 5-630p M-F			• • • • • • • • • • • • • • • • • • • •			•
8 NEWS NOW ROTATIO	N ·						
Start Date End Da	te Weekdays Spots/Week						
Week: 10/08/12 10/14/1	2 MTWTF 5	\$1,700.00 0.00					
E 18 8 10/08/12 10/12		4-5p MTWTF	:30 2	\$1,600.00LV1	0.00 NM	2	\$3,200.00
	8 News Now 4p M-F						
8 NEWS NOW AT 4PM 8		Rate Rating					
<u>Start Date</u> <u>End Da</u> Week: 10/08/12 10/14/1		Rate Rating 9 1,600.00					
E 19 8 10/08/12 10/14/		1237a-137a MTWTF	:30 5	\$450.00LV1	0.00 NM	5	\$2,250.00
L 19 6 10/00/12 10/12	Craig Ferguson	(12:37 XM-1:37 XM)	.55	3.00.00211	3.00	-	÷=1=====
LATE LATE SHOW		•			l		

Rating

Rating

Rating

0.00

8 News Now Sun A-----S

0.00

0.00

MTWTF--

:30

:30

3 \$2,500.00LV1

2 \$1,900.00LV1

0.00 NM

0.00 NM

Rate

Rate

<u>Rate</u>

\$450.00

11-1135p

3 \$2,500.00

2 \$1,900.00

\$73,400.00 Totals 44

3

2

\$7,500.00

\$3,800.00